1415576

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

## FORM D

PROCESSED MAY 2 2 2008

NOTICE OF SALE OF SECURITIES PURSUANT TO REGULATION D, SECTION 4(6), AND/OR

THOMSON REUTERSUNIFORM LIMITED OFFERING EXEMPTO Section

MAY 1 4 2008

OMB APPROVAL

OMB Number: 3235-0076 Expires: April 30, 2008 Estimated average burden hours per form......1

SEC USE ONLY					
Prefix	Serial				
DATE I	RECEIVED				

				MAY 7 4 ZUUO				
Name of Offering ( check if this is an a	smendment and name has cha	inged, a	nd indicate change.)	Wasnington, DC	<u> </u>			
Series D1 Preferred Stock Financing -	sale and issuance of Series I	) i Pref	erred Stock and Com	mon Stocklissuable up	on conver	sion of Seri	es D1 Pre	ferred
Filing Under (Check box(es) that apply):	☐ Rule 504		☐ Rule 505	Rule 506	☐ Secti	ion 4(6)	UULC	DE
Type of Filing:		×	New Filing		Amend	ment		
	A. B.	ASIC II	DENTIFICATION D	ATA				
1. Enter the information requested abo	ut the issuer							
Name of Issuer ( check if this is an am	endment and name has chang	cd, and	indicate change.)					
e-cast Inc.							1101	PRI KARI IJO JERO
Address of Executive Offices	(Number and	Street,	City, State, Zip Code)	Telephone Number (	Inclu			
49 Geary Street, Mezzanine, San Franc	cisco, CA 94108			(415) 277-35	00			
Address of Principal Business Operations (if different from Executive Offices)	(Number and Street, City, S	tate, Zip	Code)	Telephone Number (	Inclu	08	048211	
Same as above				Same as above				
Brief Description of Business Owns and operates a Location-Based pay-per-use devices such as digital juke		ombine	es a digital media pr	oprietary software pla	tform, a	US-wide bro	oadband i	network and
Type of Business Organization								
■ corporation	Imited partnership, alre	ady for	med		other (ple	ase specify)	:	
□ business trust	☐ limited partnership, to b	e forme	ed					
Actual or Estimated Date of Incorporation	n orOrganization:	-		<u>Year</u> 1998 <b>⊠</b>	Actual		Estimated	
Jurisdiction of Incorporation or Organiza			Service abbreviation (	_		- Di		

#### GENERAL INSTRUCTIONS

#### Federal

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6).

When to File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where to File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

#### State:

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

#### **ATTENTION**

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predicated on the filing of a federal notice.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

### A. BASIC IDENTIFICATION DATA

- 2. Enter the information requested for the following:
  - Each promoter of the issuer, if the issuer has been organized within the past five years;
  - Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer;
  - Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and

<ul> <li>Each ge</li> </ul>	neral and managing partner of	partnership issuers.								
Check Boxes that Apply:	☐ Promoter	☐ Beneficial Owner	Executive Officer	Director	General and/or Managing Partner					
Full Name (Last name first, if individual) Taylor, John										
Business or Res	idence Address (Number and	Street, City, State, Zip Code)								
	49 Geary Street, Mezzanine,									
Check Boxes that Apply:	☐ Promoter	☐ Beneficial Owner	Executive Officer	☐ Director	General and/or Managing Partner					
Full Name (Last name first, if individual) Spielman, Howie										
	idence Address (Number and 49 Geary Street, Mezzanine,									
Check Boxes that Apply:	Promoter	☐ Beneficial Owner	☐ Executive Officer	<b>☑</b> Director	☐ General and/or Managing Partner					
Full Name (Las	name first, if individual)									
Hawk, Robert				<u></u>						
	idence Address (Number and 49 Geary Street, Mezzanine,	• •								
Check Boxes that Apply:	Promoter	■ Beneficial Owner  ■ Compare the second of the second o	☐ Executive Officer	<b>▼</b> Director	General and/or Managing Partner					
Feuille, James	name first, if individual)									
	idence Address (Number and Capital, Two Embarcadero	Street, City, State, Zip Code) Center, Suite 2200, San Franc	isco, CA 94111							
Check Boxes that Apply:	☐ Promoter	☑ Beneficial Owner	☐ Executive Officer	☑ Director	General and/or Managing Partner					
Full Name (Las Peterson, Thon	name first, if individual)									
	idence Address (Number and Ventures, 2884 Sand Hill Ro	Street, City, State, Zip Code) ad, Suite 121, Menlo Park, CA	¥ 94025							
Check Boxes that Apply:	☐ Promoter	☑ Beneficial Owner	☐ Executive Officer	☑ Director	General and/or Managing Partner					
Full Name (Las Mendelson, Jas	name first, if individual)									
	idence Address (Number and	Street, City, State, Zip Code) t Street, Suite 210, Boulder, C	O 80302							
Check Boxes that Apply:	Promoter	☐ Beneficial Owner	☐ Executive Officer	Director	General and/or Managing Partner					
Full Name (Las Kennedy, Joe	name first, if individual)									
Business or Res	idence Address (Number and edia, Inc., 360 22nd Street, St	Street, City, State, Zip Code) uite 440, Oakland, CA 94612								
Check Boxes that Apply:	☐ Promoter	E Beneficial Owner	☐ Executive Officer	☐ Director	☐ General and/or Managing Partner					
	name first, if individual)				-					
	anagement and related entit				<del></del>					
	idence Address (Number and Road, Suite 200, Menlo Par									
Check Boxes that Apply:	Promoter	■ Beneficial Owner  ■ Compare the second of the second o	☐ Executive Officer	Director	☐ General and/or Managing Partner					
•	t name first, if individual) ure Capital and related entit	ies ———								
Business or Residence Address (Number and Street, City, State, Zip Code) 1050 Walnut Street, Suite 210, Boulder, CO 80302										

		A. BASIC I	DENTIFICATION DATA						
Check Boxes that Apply:	☐ Promoter	■ Beneficial Owner	☐ Executive Officer	Director	General and/or Managing Partner				
	t name first, if individual) tures and related entities								
	sidence Address (Number and Road, Suite 121, Menlo Par	Street, City, State, Zip Code) k, CA 94025							
Check Boxes that Apply:	☐ Promoter	■ Beneficial Owner	☐ Executive Officer	☐ Director	General and/or Managing Partner				
	t name first, if individual) tures and related entities								
	sidence Address (Number and dero Center, Suite 2200, San	- · · · · · · · · · · · · · · · · · · ·							
Check Boxes that Apply:	☐ Promoter	E Beneficial Owner	☐ Executive Officer	☐ Director	General and/or Managing Partner				
	t name first, if individual) s and related entities								
Business or Res	sidence Address (Number and Avenue, Suite 1400, Palo Al			,					
Check Boxes that Apply:	Promoter	☐ Beneficial Owner	☐ Executive Officer	Director	General and/or Managing Partner				
Full Name (Las	t name first, if individual)								
Business or Res	sidence Address (Number and	Street, City, State, Zip Code)							
Check Boxes that Apply:	Promoter	☐ Beneficial Owner	☐ Executive Officer	☐ Director	General and/or Managing Partner				
Full Name (Las	t name first, if individual)								
Business or Res	sidence Address (Number and	Street, City, State, Zip Code)							
Check Boxes that Apply:	☐ Promoter	☐ Beneficial Owner	☐ Executive Officer	Director	General and/or Managing Partner				
Full Name (Las	t name first, if individual)								
Business or Res	sidence Address (Number and	Street, City, State, Zip Code)							
Check Boxes that Apply:	☐ Promoter	☐ Beneficial Owner	☐ Executive Officer	☐ Director	☐ General and/or Managing Partner				
Full Name (Las	t name first, if individual)								
Business or Res	sidence Address (Number and	Street, City, State, Zip Code)		· · · · · · · · · · · · · · · · · · ·					
Check Boxes that Apply:	☐ Promoter	☐ Beneficial Owner	☐ Executive Officer	Director	General and/or Managing Partner				
Full Name (Las	t name first, if individual)								
Business or Res	sidence Address (Number and	Street, City, State, Zip Code)							
Check Boxes that Apply:	Promoter	☐ Beneficial Owner	☐ Executive Officer	☐ Director	☐ General and/or Managing Partner				
Full Name (Las	t name first, if individual)								
Business or Residence Address (Number and Street, City, State, Zip Code)									
Check Boxes that Apply:	☐ Promoter	☐ Beneficial Owner	☐ Executive Officer	Director	☐ General and/or Managing Partner				
Full Name (Las	t name first, if individual)								
Business or Res	sidence Address (Number and	Street, City, State, Zip Code)							

				В	. INFORM	IATION AB	OUT OFFI	ERING				
1.	Has the issuer sold, or does the issuer intend to sell, to nonaccredited investors in this offering?  Answer also in Appendix, Column 2, if filing under ULOE.  Yes No _X											
2.	What is the minimum investment that will be accepted from any individual?											<del></del>
3.	. Does the offering permit joint ownership of a single unit?										o	
4. Enter the information requested for each person who has been or will be paid or given, directly or indirectly, any commission or similar remuneration for solicitation of purchasers in connection with sales of securities in the offering. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than five (5) persons to be listed are associated persons of such a broker or dealer, you may set forth the information for that broker or dealer only.												
Full	Name (Last name f	irst, if individu	al)									
Busi	ness or Residence	Address (Numb	er and Street,	, City, State	, Zip Code)							
Nam	e of Associated Bro	oker or Dealer							···			
State	s in Which Person	Listed Has Soli	icited or Inter	nds to Solic	it Purchaser	s						
(Che	ck "All States" or o	check individua	ıl States)					***************************************				All States
[AL]	-	[AZ]	[AR]	[CA]	[CO]	CT	[DE]	[DC]	(FL)	[GA]	[HI]	[ID]
[IL]	[IN]	[IA]	[KS]	[KY]	[LA]	[ME]	[MD]	[MA]	(MI)	[MN]	[MS]	[MO]
IMT	•	INVI	[NH]	[NJ]	[NM]	[NY]	INCI	[ND]	ЮН	[OK]	[OR]	[PA]
[RI]	[SC] Name (Last name f	[SD]	al)	[TX]	JUTJ	[VT]	[VA]	[VA]	[WV]	JWIJ	JWYJ	[PR]
1 411	rane (Eust nume i	1131, 11 11141144	<u>,</u>									
Busi	ness or Residence	Address (Numb	er and Street,	City, State	, Zip Code)	<u> </u>						
Nam	e of Associated Bro	oker or Dealer			·				***************************************	, - ""		
	s in Which Person											
	ck "All States" or o		•									
[AL]		[AZ]	[AR]	[CA]	[CO]	[CT]	[DE]	[DC]	[FL]	[GA]	[H]]	[ID]
[IL]	IN	[IA]	[KS]	[KY]	[LA]	[ME]	[MD]	[MA]	[MI]	[MN]	[MS]	[MO]
[MT]	NE   SC	[NV]	[NH]	[NJ]	[NM]	[NY]	INCI	[ND]	ЮН	[OK]	[OR]	[PA]
[RI] Full	Name (Last name f	[SD] irst, if individu	JTNJ al)	ĮΥΥĮ	[UT]	[VT]	[VA]	[VA]	ĮWVJ	(WI)	[WY]	[PR]
Busi	ness or Residence A	Address (Numb	er and Street,	City, State	, Zip Code)							
Nam	e of Associated Bro	oker or Dealer										
State	s in Which Person	Listed Has Soli	icited or Inter	nds to Solic	it Purchaser	s						<del></del> ,
(Che	ck "All States" or o		l States)				***************************************	******************		***************************************		All States
[AL]		[AZ]	[AR]	[CA]	[CO]	[CT]	[DE]	[DC]	[FL]	[GA]	[HI]	IDI
IILI	JIN]	[IA]	[KS]	[KY]	[LA]	[ME]	IMDI	ĮΜΑΙ	[MI]	[MN]	[MS]	IMOI
IMT		[NV]	[NH]	ונאן	[NM]	[NY]	INCI	[ND]	ЮНІ	[OK]	[OR]	[PA]
[RI]	[SC]	[SD]	[TN]	[TX]	[UT]	[VT]	[VA]	[VA]	įwvj	[WI]	[WY]	[PR]

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if answer is "none" or "zero." transaction is an exchange offering, check this box and indicate in the columns below the amounts of the securities offered for exchange and already exchanged. Amount Already Type of Security Aggregate Offering Price Sold Debt ..... Equity ..... 18,640,199 12,305,942 **▶** Preferred Common Convertible Securities (including warrants)..... Partnership Interests..... Other (Specify \_\_\_\_\_) 18,640,199 Total..... Answer also in Appendix, Column 3, if filing under ULOE. Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero." Number Aggregate Investors Dollar Amount of Purchases Accredited Investors Non-accredited Investors Total (for filings under Rule 504 only)..... Answer also in Appendix, Column 4, if filing under ULOE. If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C- Question 1. Type of Dollar Amount Sold Security Type of Offering Rule 505 Regulation A..... Rule 504 ..... Total

securities in this offering. Exclude amounts relating solely to organization expenses of the issuer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate. Transfer Agent's Fees..... Printing and Engraving Costs.... Legal Fees..... X 50,000 Accounting Fees Engineering Fees..... Sales Commissions (specify finders' fees separately)..... Other Expenses (Identify) blue sky filing fee × 375 × 50,375 Total .....

a. Furnish a statement of all expenses in connection with the issuance and distribution of the

C. OFFERING PRICE, NUMBER	OF INVESTORS, EXPENSES AND	USE OF PROCEEDS		
<ul> <li>Enter the difference between the aggregate offering price give in response to Part C – Question 4.a. This difference is the "ac</li> </ul>			\$	18,589,824
<ol> <li>Indicate below the amount of the adjusted gross proceeds to the is if the amount for any purpose is not known, furnish an estimate payments listed must equal the adjusted gross proceeds to the issu</li> </ol>	and check the box to the left of the o	estimate. The total of the		Payment To Others
Salaries and fees		□ s	□ s_	
Purchase of real estate		□ s		
Purchase, rental or leasing and installation of machinery and equipment	t	□ s		
Construction or leasing of plant buildings and facilities		□ s		
Acquisition of other businesses (including the value of securities invol- in exchange for the assets or securities of another issuer pursuant to a m Repayment of indebtedness	nerger)	□ s	□ <b>\$</b> _	
•		□ s	□ <b>\$</b> _	
Working capital		□ s	<b>X</b> \$_	12,283,890
Other (specify):		□ s	□ <b>s</b> _	
		□ <b>\$</b>		
Column Totals		□ <b>s</b>	<b>×</b> \$_	18,589,824
Total Payments Listed (column totals added)	***************************************	× \$	18,589,	824
D.	FEDERAL SIGNATURE			
The issuer had duly caused this notice to be signed by the undersigned an undertaking by the issuer to furnish to the U.S. Securities and Exchanon-accredited investor pursuant to paragraph (b)(2) of Rule 502.				
ssuer (Print or Type)	Signature		Date	1 /
e-cast Inc.	182		5	9/08
lame of Signer (Print or Type)	Title of Signer (Print or Type)			
ohn Taylor	President and Chief Executive	e Officer		

# ATTENTION

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)

_	E. STATE SIGNATURE								
1.	Is any party described in 17 CFR 230.262 presently subject to any of the dsqu	ualification provisions of such rule?	Yes	No 🗷					
	See Appendix, Colu	mn 5, for state response.							
2.	D D (17 OFF) 200 500 .								
3.	The undersigned issuer hereby undertakes to furnish to any state administrate	ors, upon written request, information furnished by the issuer to	offerees.						
4.	and the second s								
	e issuer has read this notification and knows the contents to be true and has coon.	duly caused this notice to be signed on its behalf by the unders	igned duly a	authorized					
Iss	uer (Print or Type)	Signature	Date						
e-c	ast Inc.	A	5/9/	18					
Na	me (Print or Type)	Title (Print or Type)							
Jo	John Taylor President and Chief Executive Officer								

#### Instruction.

Print the name and title of the signing representative under his signature for the state portion of this form. One copy of every notice on Form D must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

